To: 1300 - Philadelphia Region (SWEETD)
From: Van Sickle, R
Posted: 12/2/96 13:16
Opened: 12/3/96 11:22
Subject: Compliance Aggreement RJR/Retailer

To Jay Loftin:

Jay:

I am attaching a Compliance Agreement form between RJR and the Retailer that I have made up for Sales Reps. and Retail Reps. use on the trade. The Reps. in this Division have the form and are currently using it.

I attached this form to our hand out for the annual meeting. My purpose for sending it to you now is for your viewing and thoughts. Should you not want it attached to our hand out let me know and I will delete it.

See ya,

Van

AVP's RSM's Pretty Good Idea in Philly Bob, Good Deal, Do it. cc: Wilmestad

Copy Buffalo DM's As Info!

Thanks, Bill Roth

Copy also RBM/ROM.

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Source: https://www.industrydocuments.ucsf.edu/docs/nypm0000

RETAILER AND R. J. REYNOLDS COUNTER DISPLAY PROGRAM COMPLIANCE AGREEMENT

To ensure counter display payments are maximized for you, a review of compliance agreements is listed below. Failure to maintain the displays as described will result in non-payment from RJR.

RETAILER AGREEMENT

- **Properly Filling Displays**

⇒ Should you run out of stock on a display item, do **NOT** fill the display with another item. You should ensure that an adequate inventory of displayed brand is maintained as these are usually the best selling styles.

- **Display Obstruction**

⇒ Cigarette displays should not be blocked by impulse items, change makers, flowers, paper bags, temporary displays, or other items. Your counter displays are to be unobstructed at all times.

- **Improper Location**

⇒ Plan-o-grams of your cigarettes display locations are available. Do **NOT** move displays without communicating with your RJR Representative. Improper location of cigarette displays will result in an immediate deduction of payment.

R. J. REYNOLDS AGREEMENT

- **Display Tags**

⇒ R. J. Reynolds will ensure displays are tagged to show the proper brand styles that should be maintained. The **EXACT** brand style tagged to be maintained – **NOT SIMPLY ANY BRAND IN THE FAMILY.**

- **Display Advertising**

⇒ R. J. Reynolds will place and maintain advertising on all displays. This advertising will be changed on a periodic basis.

- **Plan-o-grams**

⇒ Your R. J. Reynolds representative will also maintain a plan-o-gram on display locations. Please review this with your representative if there are any questions as to display locations.

Compliance Procedures

The following procedures outline compliance with R. J. Reynolds:

- **1st Offense:** Your R. J. Reynolds representative will resolve the non-compliance situation, discuss it with store owner/manager and issue a warning.

- **2nd Offense:** Your R. J. Reynolds representative will discuss the non-compliance situation and actions that need to take place. Unless there are extenuating circumstances, a deletion of that month's payment will occur.

R. J. Reynolds wants to make payments on their display programs. We solicit your cooperation on this agreement for a win win partnership.

Store Owner/Manager _____ R. J. Reynolds Representative _____ Date _____

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